

## AMENDMENT IN THE CLAIMS

1. (Cancelled)

2. (Currently Amended) A DVD comprising:

a first digital work;

a second digital work including one-of a first outcome, which awards a prize,

and a second outcome, which does not award said prize; and

a DVD medium bearing said first digital work and said second digital work.

3-61. (Cancelled)

62. (Currently Amended) A method of awarding a prize with a DVD, said method comprising:

storing a digital work on said DVD;

storing a first game play on said DVD;

employing said first game play having one-of a first outcome and a second outcome; and

selectively awarding a prize based upon the first outcome of said first game play, and providing a second game play based upon the second outcome of said first game play.

63. (Original) The method of claim 62 further comprising:

providing said second game play on a communications network.

64. (Original) The method of claim 63 further comprising:

employing the Internet as said communications network.

65. (Original) The method of claim 63 further comprising:

collecting demographic information in connection with said step of providing said second game play on said communications network.

66-68. (Cancelled)

69. (Currently Amended) A method of advertising using a DVD, said method comprising:

providing an advertisement on said DVD;

displaying said advertisement;

displaying presenting at least one question after said step of displaying said advertisement, wherein the at least one question is associated with said advertisement;

receiving at least one response to said at least one question;

determining if said at least one response is correct;

providing a game play if said at least one response is correct;

employing said game play having one of a first outcome and a second outcome; and

awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.

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*cont.*

70. (Currently Amended) The method of claim 69 further comprising:

employing a commercial as said advertisement; and

employing at least one of said at least one question associated with said commercial.

including at least one clue within said commercial on said DVD; and

presenting said at least one clue on said DVD in association with the displaying of the commercial.

71. (New) A DVD comprising:

a first digital work;

a commercial, which is separate and distinct from said first digital work, said commercial including a first outcome, which inhibits said first digital work, and a second outcome, which displays said first digital work; and

a DVD medium bearing said first digital work, and said commercial.

72. (New) A method of advertising using a DVD, said method comprising:
- providing an advertisement including at least one clue on said DVD;
  - displaying said advertisement and said at least one clue;
  - receiving at least one response;
  - determining if said at least one response meets a predetermined condition;
  - providing a game play if said at least one response meets said predetermined condition;
  - employing said game play having one of a first outcome and a second outcome; and
  - selectively awarding a prize based upon the first outcome of said game play and displaying a digital work based upon the second outcome of said game play.

73. (New) The method of Claim 72 further comprising:
- employing a commercial as said advertisement;
  - employing a plurality of said clues; and
  - employing a plurality of codes corresponding to said clues.

74. (New) The method of Claim 73 further comprising:
- receiving a plurality of said responses;
  - determining if one of said responses was received within a predetermined time after displaying a corresponding one of said clues; and
  - providing a corresponding one of said codes if a corresponding one of said responses was within said predetermined time.

75. (New) The method of Claim 74 further comprising:
- determining if another one of said responses was received within said predetermined time after displaying another corresponding one of said clues; and

providing a corresponding one of said codes if another corresponding one of said responses was within said predetermined time.

76. (New) The method of Claim 73 further comprising:

receiving said codes;

initiating said game play in response to said codes; and

awarding said prize in response to the first outcome of said game play.

77. (New) The method of Claim 72 further comprising:

awarding at least one of money, a good and a service as said prize; and

displaying information related to said prize.

78. (New) A method of advertising using a DVD, said method comprising:

providing an advertisement including at least one clue on said DVD;

displaying said advertisement;

displaying said at least one clue;

receiving at least one response associated with said advertisement;

determining if said at least one response meets a predetermined condition;

providing a game play if said at least one response meets said predetermined condition;

employing said game play having one of a first outcome and a second outcome; and

awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.

79. (New) The method of Claim 78 further comprising:

displaying said at least one clue before displaying said advertisement.

80. (New) The method of Claim 78 further comprising:

displaying said at least one clue after displaying said advertisement;

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redisplaying said advertisement; and  
receiving said at least one response during said step of redisplaying.